

Message Text

UNCLASSIFIED

PAGE 01 TEHRAN 07490 081214Z
ACTION COME-00

INFO OCT-01 NEA-10 ISO-00 EB-08 /019 W
-----129248 090025Z /73
R 081135Z AUG 78
FM AMEMBASSY TEHRAN
TO SECSTATE WASHDC 9701

UNCLAS TEHRAN 7490

E.O. 11652: NA
TAGS: BEXO, IR
SUBJ: TRADE CENTER UTILIZATION

REF: STATE 192799

1. YOU CAN COUNT ON ENTHUSIASTIC SUPPORT OF TRADE CENTER AND COMMERCIAL SECTION FOR CAMPAIGN TO BOOST TRADE CENTER UTILIZATION. DUE ABSENCE KEY CHAMBER OFFICIALS, POST HAS NOT YET HAD OPPORTUNITY TO PRESENT BETWEEN SHOW PROMOTION (BSP) CAMPAIGN TO AMCHAM, BUT BASED ON PAST GOOD RECORD OF CLOSE COOPERATION BELIEVE THERE WILL BE NO PROBLEM IN ENLISTING ITS SUPPORT. ONE POSSIBLE COMPLICATION, HOWEVER, IS FACT THAT SEVERAL LOCAL COMPANIES, SOME U.S.- CONNECTED AND MEMBERS OF AMCHAM, OFFER OFFICE-AWAY-FROM-HOME SERVICE ON COMMERCIAL BASIS WITH WHICH PMS IS COMPETITIVE.

2. SUPPLEMENTING INITIATIVE UNDER WAY BY TRADE CENTER, COMMERCIAL SECTION HAS STEPPED UP ITS SUPPORT OF PRODUCT MARKET SERVICE (PMS) AND BSP PROGRAMS THROUGH REGULAR BUSINESS CONTACTS AS WELL AS VIA COMMERCIAL NEWSLETTER AND PLANS FURTHER EXPANSION THESE EFFORTS. IN REGARD TO PMS, HOWEVER, IT SHOULD BE NOTED THAT BY THE TIME MOST U.S. BUSINESS VISITORS CONTACT US THEY ARE ALREADY SETTLED IN HOTEL AND HAVE MADE SOME LOCAL CONTACTS AND/OR ARE AT LEAST HALF-WAY THROUGH AN ALREADY SHORT STOPOVER IN TEHRAN. RETURN VISITS HOLD BETTER POSSIBILITIES BUT OBVIOUSLY MOST EFFECTIVE POINT OF SALE IS IN U.S. OR
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WHEREVER HOME BASE MAY BE; E.G., ATHENS, BRUSSELS, LONDON OR ROME.

3. POST PREFERS NOT TO COMMIT SELF TO PROPOSED REPORTING REQUIREMENT, OTHER THAN STATISTICS ON THOSE COMPANIES SIGNED FOR PMS OR BSP'S, AS ADDING TO ALREADY FULL REPORTING SCHEDULE AND TAKING TIME FROM ACTUAL PROMOTION EFFORT.

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 08 aug 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978TEHRAN07490
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780324-1151
Format: TEL
From: TEHRAN
Handling Restrictions: n/a
Image Path:
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Legacy Key: link1978/newtext/t19780885/aaaactqu.tel
Line Count: 63
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Litigation History:
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Office: ACTION COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 78 STATE 192799
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 29 mar 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: N/A
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 1799682
Secure: OPEN
Status: NATIVE
Subject: TRADE CENTER UTILIZATION
TAGS: BEXP, IR
To: STATE
Type: TE
vdkgvwkey: odhc://SAS/SAS.dbo.SAS_Docs/c5fd6d66-c288-dd11-92da-001cc4696bcc
Review Markings:
Sheryl P. Walter
Declassified/Released
US Department of State
EO Systematic Review
20 Mar 2014
Markings: Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014